## Message Text

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PAGE 01 PARIS 16638 280213Z

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TO USDOC WASHDC

INFO SECSTATE WASHDC 0752

AMCONSUL BORDEAUX

AMCONSUL LYON

AMCONSUL MARSEILLE

AMCONSUL NICE

AMCONSUL STRASBOURG

**UNCLAS PARIS 16638** 

USDOC

E.O.11652: N/A TAGS: BEXP, FR

SUBJECT: PRODUCT THEME RECOMMENDATION: EQUIPMENT FOR POULTRY BREEDING, PROCESSING AND PACKAGING INDUSTRIES

REF: USDOC 06131

- 1. POST ACCEPTS COMMERCE'S ASSESSMENT OF SUBJECT PTR IN REGARD TO POULTRY BREEDING. HOWEVER, WOULD APPRECIATE ADDITIONAL COMMENTS ON PACKAGING AND PROCESSING ASPECTS OF THEME, UNLESS COMMERCE BELIEVES SUBJECT FALLS UNDER PURVIEW OF GENERAL FOOD PROCESSING AND PACKAGING SHOW SCHEDULED FOR JUNE 1976 AND THEREFORE NO LONGER RELEVANT AS A PTR.
- 2. POST FEELS SHOW BASED ON BREEDING THEME ENCOMPASSING HOGS AND OTHER LIVESTOCK AS WELL AS CHICKENS IS WORTH FURTHER INVESTIGATION. HOWEVER, WHILE ENTHUSIASTIC ABOUT POSSIBILITIES FOR SALE OF U.S. ANIMALS AND SEMEN BASED ON USDA'S SUCCESSFUL PARTICIPATION THIS SPRING IN SIA (SALON INTERNATIONAL DE L'AGRICULTURE), WE DOUBT THAT A SHOW ON RELATED EQUIPMENT COMING UNDER COMMERCE'S UNCLASSIFIED

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PAGE 02 PARIS 16638 280213Z

PURVIEW COULD STAND ON ITS OWN AS EITHER A PTC OR OFF-

SITE FULL-SCALE SHOW. OUR PRELIMINARY RECOMMENDATION, SUBJECT TO REVISION BASED ON MARKET RESEARCH FINDINGS, IS FOR COMMERCE TO EXPLORE WITH THE MARKET DEVELOPMENT AREA OF THE FOREIGN AGRICULTURAL SERVICE THE POSSIBILITY OF A JOINT PRESENTATION AT A SIA (HELD ANNUALLY IN EARLY MARCH). WE DO NOT FAVOR A JEEP AT THE PTC AS OUR LAST AGRICULTURAL EQUIPMENT JEEP HELD THERE WITH ONLY FIVE EXHIBITORS WAS NOT SUCCESSFUL.

3. ACCORDING TO FIELD LETTER OF APRIL 15 TO VERSCHUUR, MARKET RESEARCH HAS BEEN TENTATIVELY SCHEDULED FOR AGROINDUSTRY IN FY 1976. IS LATTER THE "POST-CONDUCTED RESEARCH" MENTIONED REFTEL OR DOES COMMERCE DESIRE PRELIMINARY DESK STUDY TO PRECEDE THE OIM SURVEY? PLEASE CLARIFY.

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